



GSA FOIA &lt;gsa.foia@gsa.gov&gt;

---

**Re: FOIA GSA-2015-000405 - GSA's Digital Analytics Program - Clarification Request**

1 message

---

**GSA FOIA** <gsa.foia@gsa.gov>

Tue, Apr 14, 2015 at 2:18 PM

To: Joanna McCall &lt;jmccall@nationalcorp.com&gt;

Hi Ms. McCall - Just to make sure I stated clearly what we need clarification on, concerning your original list of sub-items, which ones did we answer to your satisfaction and which ones do you need more information on?

Thanks.

Respectfully,  
Freedom of Information Act  
Requester Service Center  
U.S. General Services Administration  
1800 F Street, Northwest, Room 7300  
Washington, DC 20405  
Toll Free number:(855) 675-FOIA  
Fax number:(202) 501-2727

CONFIDENTIALITY NOTICE: This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.

On Tue, Apr 14, 2015 at 12:56 PM, GSA FOIA <gsa.foia@gsa.gov> wrote:

Good afternoon Ms. McCall - yes, we will focus on just the contract/procurement related records. However, we still require additional clarification from you and your client. We also need to know what other sub-items of your request that you still need information for. By providing this information to us, will help expedite your request. The sub-items are below. Please highlight those items you feel GSA has not answered sufficiently.

Thank you.

- 
- All Terms of Services agreements between GSA and any vendor related to the Digital Analytics Program;
  - All records related to GSA's Digital Service Innovation Center's procurement of the Google Premium custom solution;
  - All records related to any competition for services related to the Digital Analytics Program's web analytics tool;
  - All records related to any market research for the government-wide analytics tool used by the Digital Analytics Program;
  - All records related to any competition for the Digital Analytics Program's web analytics tool;
  - All records related to the development of the "government-wide code" for the Digital Analytics Program, including but not limited to any procurement contracts related thereto;
  - All records related to GSA's acquisition of a "no-cost, federal-wide Web analytics tool";

- All records related to which agencies have elected to use the tool procured by the Digital Analytics Program and which agencies have elected to use an alternative method for web-analytics;
- All records related to any modifications of the web-analytics tool procured by the Digital Analytics Program;
- All records related to any Federal Supply Schedule competitions related to the Digital Analytics Program or the government-wide analytics tool; and
- All records related to any Federal Supply Schedule contracts, including but not limited to any Blanket Purchase Agreements, related to the Digital Analytics Program or the government wide analytics tool.
- All records related to the development of the GSA Digital Analytics Program;
- All records related to the implementation of the GSA Digital Analytics Program

Respectfully,  
Freedom of Information Act  
Requester Service Center  
U.S. General Services Administration  
1800 F Street, Northwest, Room 7300  
Washington, DC 20405  
Toll Free number:(855) 675-FOIA  
Fax number:(202) 501-2727

CONFIDENTIALITY NOTICE: This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.

On Mon, Apr 13, 2015 at 11:18 AM, Joanna McCall <[jmccall@nationalcorp.com](mailto:jmccall@nationalcorp.com)> wrote:

Hi Duane,

Unfortunately, the information provided does not meet our request. We are interested in the contract/procurement records. Do you need us to narrow the request further?

Kind regards,

Joanna McCall

Courts & Agency Team Leader

(800) 494-5225 or (202) 370-4750

Fax: (800) 494-7512

*If sending a file larger than 8mb, please use this link.*

I am available 8:30 a.m. to 4:30 p.m.



National Corporate Research, Ltd. does not provide legal advice or render legal services. If you require legal advice, please consult the services of a competent professional attorney. This e-mail is for informational purposes only and is not a substitute for professional legal advice.

**From:** [duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov) [mailto:[duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov)] **On Behalf Of** GSA FOIA  
**Sent:** Friday, April 10, 2015 12:48 PM  
**To:** Joanna McCall  
**Subject:** Re: FOIA GSA-2015-000405 - GSA's Digital Analytics Program - Clarification Request

Hi Joanna - Have you and your client had a chance to review the information we sent you and available at the websites provided? Is it everything you need? If not, what additional information are you specifically looking for? We need to know so we can complete your request.

In response to your question, the category of records we have available are the contract/procurement related records. Hope that helps.

Thank you and look forward to hearing back from you.

Respectfully,

Freedom of Information Act

Requester Service Center

U.S. General Services Administration

1800 F Street, Northwest, Room 7300

Washington, DC 20405

Toll Free number:(855) 675-FOIA

Fax number:(202) 501-2727

**CONFIDENTIALITY NOTICE:** This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.

On Mon, Mar 23, 2015 at 3:48 PM, Joanna McCall <[jmccall@nationalcorp.com](mailto:jmccall@nationalcorp.com)> wrote:

Hi Duane,

I am sorry for your loss.

Thank you for sending the partial release. We will try to narrow the request on our end and I will let you know as soon as I have more information. Please let me know if you are able to determine the categories of records.

Kind regards,

Joanna McCall

Courts & Agency Team Leader

(800) 494-5225 or (202) 370-4750

Fax: (800) 494-7512

*If sending a file larger than 8mb, please use this link.*

I am available 8:30 a.m. to 4:30 p.m.



National Corporate Research, Ltd. does not provide legal advice or render legal services. If you require legal advice, please consult the services of a competent professional attorney. This e-mail is for informational purposes only and is not a substitute for professional legal advice.

**From:** [duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov) [mailto:[duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov)] **On Behalf Of** GSA FOIA

**Sent:** Monday, March 23, 2015 10:25 AM

**To:** Joanna McCall

**Cc:** Agency

**Subject:** Re: FOIA GSA-2015-000405 - GSA's Digital Analytics Program - Clarification Request

Good morning Joanna - Sorry I have not gotten back to you sooner. I had a death in the family and have been off several days.

Per our earlier conversation, I have attached a partial response to your request addressing several of your specific items. Please review and share with your client the information I have provided and let me know if this meets most of the information you are requesting and what additional information you require.

Per your March 16, 2015 email, I am working with the subject matter experts to determine what categories of records we have and will get back to you shortly.

If you have any questions, don't hesitate to email or call me ([202-536-8144](tel:202-536-8144)).

Respectfully,

Freedom of Information Act

Requester Service Center

U.S. General Services Administration

1800 F Street, Northwest, Room 7300

Washington, DC 20405

Toll Free number:(855) 675-FOIA

Fax number:([202](tel:202-501-2727)) 501-2727

CONFIDENTIALITY NOTICE: This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.

On Mon, Mar 16, 2015 at 10:31 AM, Joanna McCall <[jmccall@nationalcorp.com](mailto:jmccall@nationalcorp.com)> wrote:

[Good morning,](#)

[Regarding the request that we narrow our request for "all records", is it possible for you to let us know what categories of records you have? This would assist us in focusing our request. Thank you.](#)

[Kind regards,](#)

[Joanna McCall](#)

Courts & Agency Team Leader

(800) 494-5225 or (202) 370-4750

Fax: (800) 494-7512

*If sending a file larger than 8mb, please use this link.*

I am available 8:30 a.m. to 4:30 p.m.



National Corporate Research, Ltd. does not provide legal advice or render legal services. If you require legal advice, please consult the services of a competent professional attorney. This e-mail is for informational purposes only and is not a substitute for professional legal advice.

---

**From:** Joanna McCall

**Sent:** Monday, March 09, 2015 9:58 AM

**To:** GSA FOIA

**Cc:** Agency

**Subject:** RE: FOIA GSA-2015-000405 - GSA's Digital Analytics Program - Clarification Request

Good morning,

I apologize for the slow response. Unfortunately, we have to decline the request for a conference call. There are several people involved in this request on our end, and we cannot coordinate them for a call tomorrow morning.

Can you let me know what information you have available and what areas of the request you need clarified?

Kind regards,

Joanna McCall

Assistant Secretary,

On behalf of National Corporate Research, LTD

(800) 494-5225 or (202) 370-4750

Fax: (800) 494-7512

*If sending a file larger than 8mb, please use this link.*

I am available 8:30 a.m. to 4:30 p.m.



National Corporate Research, Ltd. does not provide legal advice or render legal services. If you require legal advice, please consult the services of a competent professional attorney. This e-mail is for informational purposes only and is not a substitute for professional legal advice.

**From:** [duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov) [mailto:[duane.fulton@gsa.gov](mailto:duane.fulton@gsa.gov)] **On Behalf Of** GSA FOIA  
**Sent:** Wednesday, March 04, 2015 9:28 AM  
**To:** Agency  
**Subject:** Re: FOIA GSA-2015-000405 - GSA's Digital Analytics Program - Clarification Request

Mr. Hackett - Per my previous message to you, we would like to have a teleconference with you on Tuesday, **March 10, 2015** at 11:00am.

Respectfully,

Freedom of Information Act

Requester Service Center

U.S. General Services Administration

1800 F Street, Northwest, Room 7300

Washington, DC 20405

Toll Free number:(855) 675-FOIA

Fax number:(202) 501-2727

**CONFIDENTIALITY NOTICE:** This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.

On Wed, Mar 4, 2015 at 9:16 AM, GSA FOIA <[gsa.foia@gsa.gov](mailto:gsa.foia@gsa.gov)> wrote:

Good morning Mr. Hackett - We received your request for information concerning GSA's Digital Analytics Program and forwarded your request to our Subject Matter Experts (SME's). Since your request is quite extensive and broad in nature, our SME's asked that we contact you to discuss your request, what we currently have readily available and to explain to us as specifically as possible, the areas of the request that we need clarified.

If possible, we would like to have a teleconference with you on Tuesday at 11:00am. If this date/time does not work for you, let me know what date(s) and time(s) work best for you.

Also is [800-494-5225](tel:800-494-5225) a good number to reach you at?

Thank you and look forward to talking you in the near future.

Respectfully,

Freedom of Information Act

Requester Service Center

U.S. General Services Administration

1800 F Street, Northwest, Room 7300

Washington, DC 20405

Toll Free number:(855) 675-FOIA

Fax number:([202](tel:202-501-2727)) 501-2727

CONFIDENTIALITY NOTICE: This email message and any attachments to this email message contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity to whom it is addressed. Please do not forward this message without permission. If you are not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this transmission is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone or return email and delete and destroy the original email message, and attachments thereto and all copies thereof.